

Great American Media Democratic Congressional Cpgn Comm/ Issue  
 1010 Wisconsin Avenue NW Submission Number 241 Issue 1  
 Washington DC 20007



**WNCN-TV**  
 1205 Front St.  
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

**Orig**

Client: Democratic Congressional Cpgn Comm/ Issue	Submission Cost: 27435	Campaign Ref: E:120828062
Buyer: ..	Client/Product/Estimate: 11/14/1574	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06299600
Est./PO Number: 06299600	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Dccc	Booking Group: WNCN	Key Market: Raleigh-Durham, NC
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/03	09/10	Total	C
1	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	03	175	30 Comme	Nbr of Spots	2		2	
2	M-F 4p Ellen .TWTF..	03	210	30 Comme	Nbr of Spots	2		2	
3	M-F 5p Judge Judy .TWTF..	03	210	30 Comme	Nbr of Spots	2		2	
4	M-F 530p Judge Judy .TWTF..	03	210	30 Comme	Nbr of Spots	2		2	
5	M-F 6p News .TWTF..	03	400	30 Comme	Nbr of Spots	2		2	
6	M-F 6a News .TWTF..	04	225	30 Comme	Nbr of Spots	2		2	
7	M-F 7p News .TWTF..	04	250	30 Comme	Nbr of Spots	2		2	
8	M-F 7a Today Show .TWTF..	03	575	30 Comme	Nbr of Spots	1		1	
9	M-F 730p Extra	04	200	30	Nbr of Spots	2		2	
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	21		21	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	C
10	M-Su 11p News ..TWTF.. ..TWTF.. Isolations: W/C 09/10 M.....	04	550	30 Comme	Nbr of Spots	2	2	
11	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	03	11000	30 Comme	Nbr of Spots	1	1	
12	Wed NBC Sunday Night Football ..W....	03	11000	30 Comme	Nbr of Spots	1	1	
<b>Weekly Totals: Total Spots(Ord Spots)</b>					21		21	

Grand Totals				Month 9 Weeks: 5			
		09/03	09/10			09/03	09/10
Spots	Totals	21	21	Spots	Totals	21	21
Cost		27435	27435	Cost		27435	27435

<b>Grand Totals:</b>	<b>Spots:</b> 21
	<b>Gross Total:</b> 27,435.00
	<b>Commission:</b> 4,115.25
	<b>Net Total:</b> 23,319.75

REP HEADLINE# 6299600  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM STATION AUG28/12 14.07  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/DCCC

AGY # AGY. NAME GREAT AMERICAN MEDIA

3050 K ST NW,

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #

BUYER NAME MIKE FURMAN

SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6299600 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1574 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 SEP10/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG28/12 14.07

REP: NEW ORDER  
TTL 27435 @ 21X  
PLS CFM  
THANKS, MIKE FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE  
CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 27435.00  
TOTAL SPOTS 21



REP HEADLINE# 6299600  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG28/12 12.39  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #  
AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MIKE FURMAN

3050 K ST NW,

SALES PRSN WA- MICK NESCI (H)

WASHINGTON, DC 20007

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DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1235A	30		\$175.00	9/4	9/7	2		TU-F	2
AGENCY ADVERTISER CODE = 11												
AGENCY PRODUCT CODE = 14												
AGENCY EST# = 1574												
PROGRAM : TONIGHT SHOW												
CON COM1 : TONIGHT SHOW												
2			400P-500P	30		\$210.00	9/4	9/7	2		TU-F	2
PROGRAM : ELLEN												
CON COM1 : ELLEN												
3			500P-530P	30		\$210.00	9/4	9/7	2		TU-F	2
PROGRAM : JUDGE JUDY												
CON COM1 : JUDGE JUDY												

MMV  
8/28

REP HEADLINE# 6299600  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG28/12 12.39  
\*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			530P-600P PROGRAM : JUDGE JUDY CON COM1: JUDGE JUDY	30		\$210.00	9/4	9/7	2		TU-F	2
5			600P-630P PROGRAM : NBC 17 NEWS AT 6 CON COM1: NBC 17 NEWS AT 6	30		\$400.00	9/4	9/7	2		TU-F	2
6			600A-700A PROGRAM : NBC 17 TODAY AT 6A CON COM1: NBC 17 TODAY AT 6A	30		\$225.00	9/4	9/7	2		TU-F	2
7			700P-730P PROGRAM : NBC 17 NEWS AT 7 CON COM1: NBC 17 NEWS AT 7	30		\$250.00	9/4	9/7	2		TU-F	2
8			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$575.00	9/4	9/7	1		TU-F	1
9			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$200.00	9/4	9/7	2		TU-F	2
10			800P-1130P PROGRAM : NFL SUN NIGHT FOOTBALL CON COM1: NFL SUN NIGHT FOOTBALL	30		11000.00	9/9	9/9	1		SUN	1
11			1100P-1135P PROGRAM : NBC 17 NEWS AT 11 CON COM1: NBC 17 NEWS AT 11	30		\$550.00	9/4	9/10	2		TU-M	2
12			800P-1130P PROGRAM : NFL: NYG VS DAL CON COM1: NFL: NYG VS DAL	30		11000.00	9/5	9/5	1		WED	1



REP HEADLINE# 6299600  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
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 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12			27435.00									

CONTRACT TOTAL 27435.00  
 TOTAL SPOTS 21

MARKET TOTALS \$274,350 WNCN 10% WRAL 43% WTVB 35% WRAZ 10% WRDC 0% WLFL 2% CABL 0%  
 ESTIMATED SHARES  
 SVC- NSI BOOKS- NOV/11 NOV/PJ  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Sarah Levene  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

This broadcast time will be used by: Democratic Congressional Campaign Committee

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Democratic Congressional Campaign Committee  
430 South Capitol St.  
Washington, DC 20003

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Kristie Mark, Chief Operating Officer

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/18/11      [Signature]      202 338 8700  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title



## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p style="font-size: 2em; font-family: cursive;">AS ORDERED</p>					

**Total Charges:**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**